

Subject: Convergys Announces Colombia Expansion, Builds on Country's Thriving IT/BPO sectors

Hi XXXX,

Yesterday, Convergys announced its expansion into Colombia with a state-of-the-art contact center in Bogota. The center will provide top quality customer care services for leading corporations in the Americas and will employ up to 2,000 customer service experts once fully staffed.

Convergys' move to Bogota marks Colombia's emergence as one of the hottest outsourcing destinations in Latin America. Reaching \$2.5 billion in ICT investment in 2008, 76% of the market's growth has occurred within the last three years. Companies such as HP, Unisys, SAP, IBM and Citibank have invested significantly in IT or BPO operations in Colombia in recent years and are successfully capitalizing on the country's competitive assets, such as some of the world's strongest IT infrastructure and the fastest-growing labor force in Latin America. With 37,500 engineers added to the labor force each year, Colombia has the highest availability of human resources in Latin America, as well as the second-ranked workforce in terms of quality.

**If interested, Felipe Martinez, BPO Investment Specialist for Proexport – the entity responsible for promoting foreign direct investment in the country – would be happy to discuss Convergys' investment in Bogota and why Colombia's fast-growing ICT market will continue to become increasingly important to industry leaders in the coming years.**

More information can be found in the below press release. Please contact me with questions or to set up an interview at [akershner@aboudci.com](mailto:akershner@aboudci.com) or (212) 725-0707.

Best,  
Allison

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February 15, 2011 10:40 a.m. EST

**Convergys Announces Expansion into Colombia With State-of-the-Art Contact Center**

CINCINNATI & BOGOTÁ, Colombia--([BUSINESS WIRE](#))--[Convergys Corporation](#) (NYSE: CVG), a global leader in [relationship management](#), announces its expansion into Colombia with a state-of-the-art contact center that will provide top quality customer care services for leading corporations in the Americas. The new facility in Bogotá will bolster Convergys' presence in Latin America, where the company already has offices and contact center facilities in Brazil, Mexico, and Costa Rica.

Known as the "Athens of South America" because of the number of top-notch colleges and universities located in the city, Bogotá impressed Convergys with its large bilingual talent pool and advanced telecommunications and transportation infrastructure. Choosing the location for its latest foray into Latin America, Convergys has outfitted a facility located in one of Bogotá's top commercial areas with the latest tools in contact center technology. Convergys is hiring for all levels of talent, including management, support staff and skilled

contact center agents to begin serving clients from the site in the first quarter of 2011. Once fully staffed, the site will employ up to 2,000 customer service experts.

"Continued client demand for the high quality bilingual services Convergys provides from Latin America is driving our growth in the region," said Jorge Robledo, Convergys Vice President of Operations in Latin America. "Bogotá boasts a highly-educated bilingual population ideally suited to help ensure that Convergys continues to meet our global clients' current and future need for superior technical and customer support, sales, and back office services."

Convergys Customer Solutions help optimize everyday interactions throughout our clients' enterprises – turning the customer experience into a strategic differentiator. As a single-source provider of self-service, agent-assisted, and proactive care, Convergys combines analytics, innovative technology, and agent-assisted services to optimize the customer experience and strengthen customer relationships.

As defined by its core set of values, Convergys is committed to building from within by emphasizing talent development among its employees. Through a number of training and development programs provided, employees will be able to build a future with Convergys and move into bigger roles throughout the company.

Convergys is hiring in Bogotá. Interested applicants are encouraged to apply in person at Convergys' state-of-the-art contact center located at Empresarial 93, Calle 93 No. 11 A-11 in, Bogotá, or online at [www.convergys.com/colombia](http://www.convergys.com/colombia).

Subject: Travel Op: Tour Colombia's Fast-Growing IT/BPO cluster, Dec 6-10

Dear XXXX,

Per your coverage of \_\_\_\_\_ for \_\_\_\_\_, I wanted to share an invitation for you to join us for a tour of Colombia's fast-growing IT/BPO sector on December 6-10.

The trip will tour Bogota and Barranquilla, focusing on Colombia's fast-growing IT/BPO sector, and will include meetings with government Ministers and companies who have recently invested in the country, including IBM, SAP, Unisys, Teleperformance and others.

Colombia is emerging as the next hot destination for outsourcing, having received almost \$2 billion of information & communications technology (ICT) investment in the past three years alone. Just a couple of weeks ago the Colombian government announced a \$60 million fund to stimulate IT development in the country for 2010-11, so the trend is likely to accelerate even further.

I've pasted the full invitation below my signature. Please note that Proexport Colombia is happy to cover the costs of your travel. Please let me know if you have any questions or would like to see a current draft of the itinerary. We'd love to have you join us!

Kind regards,  
Allison

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Over the past seven years, Colombia has received \$2.5 billion of information & communications technology (ICT) investment, with 76% invested within the past 3 years.

Companies such as Citibank, IBM, GE, Siemens, Motorola, HP, DirecTv, Unisys, SAP and Bayer have invested significantly in IT or BPO operations in Colombia in recent years and are successfully capitalizing on the country's competitive assets, such as some of the world's strongest IT infrastructure and the fastest-growing labor force in Latin America. With 37,500 engineers added to the labor force each year, Colombia has the highest availability of human resources in Latin America, as well as the second-ranked workforce in terms of quality.

In addition, Colombia boasts double the telecommunications investment as a percentage of GDP than any other country on the continent, the highest growth of broadband connections in Latin America, and the best business environment in Latin America, according to a 2010 World Bank report. Business Monitor International recently predicted that Colombia, whose IT market grew 77% between 2005 and 2008, will continue to be one of Latin America's fastest-growing IT markets.

This trip will include visits to the cities of Bogota and Barranquilla, and will include the following activities:

**Meet Colombian Ministers to learn about the importance of this growing sector:** Meet the Colombian Minister of Commerce, Trade & Tourism and the Minister of Information Technologies & Communications to discuss the government's support of

these growing industries, including infrastructure projects, law and development plans, and incentives for foreign investors.

**See why the #1 global BPO industry leader Teleperformance chose Colombia as a recent investment location:** Learn why a large pool of qualified workers, competitive costs and a strategic geographic location were just a few reasons that Teleperformance chose to operate in Colombia through the purchase of Colombian firm Teledatos.

**Learn why SAP's revenues in Colombia were up 114% during the third quarter of fiscal 2010:** With more than 52,921 employees at sales and development locations in more than 50 countries worldwide, SAP is the world's largest business software company. Meet with company executives and receive insight into this fast-growing Latin American office.

**Meet with leaders at IBM:** Bogota is home to one of 12 regional IBM sales centers in the world, offering added values ranging from sales to consulting. Speak with IBM executives about what assets make Colombia an excellent location to consolidate an international operation in one place in an efficient way.

**Visit Transcom to see first-hand how the company has grown tenfold since its start just a decade ago:** Call Center and BPO company Transcom began operations in 2000, focusing on the local market and a low-level of exports to the United States, but just 4 years later 90% of its clients were American. Today, Transcom employs 350 bilingual agents and plans to increase its total agents to 600 this year.

**Learn about upcoming projects for Unisys:** Unisys Corp., which opened Colombian operations in 2009 with 200 jobs, recently worked with the largest bank in Colombia to consolidate its call center operations and create a fraud detection and prevention solution that has helped the bank dramatically reduce theft. Upcoming Unisys projects are expected to create more than 550 new call center and engineering positions.

## For Immediate Release

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### **Colombia Gains Investment Grade Credit Rating, Spurring Investor Confidence** *Major Rises in Colombian Stock Exchange Reflect Improving Economic Climate*

BOGOTA, Colombia --March 17, 2011--Standard & Poor's rating agency today improved Colombia's debt rating to investment grade, prompting the largest stock rise in two years as investors signaled increased confidence in the emerging economy.

Colombia's Colcap Index jumped 4.3 percent by Thursday afternoon, while the Colombian peso rose .7 percent against the U.S. dollar immediately following the upgrade. Colombia now enjoys the same credit rating as Brazil and Mexico, the two largest economies in Latin America. With a planned integration of the Colombian stock market with those of Chile and Peru by May, Colombia will soon be a part of the second-largest equity market in the region. Only Brazil's exchange has a higher market capitalization.

S&P's upgrade of Colombia's credit rating to BBB-/A-3 is expected to attract a new class of investors, including large financial institutions whose policies mandate that bond purchases be investment grade. Colombia is also expected to gain access to global credit markets at lower interest rates, thus spurring investment and further boosting the emerging country's economy.

S&P cited a favorable growth outlook and resilient economy in its decision, with President Juan Manuel Santos calling the upgrade a "certificate of good behavior" that reflects Colombia's market-oriented economic policies and continually improving investment climate. Finance Minister Juan Carlos Echeverry noted that Colombia's economy may now grow 6 percent in 2011, rather than the previous forecast of 4.5 percent.

The improved rating is the latest in a series of positive signs from Colombia's economy, which began a turnaround in 2002 with the election of Alvaro Uribe, Colombia's two-term president who initiated a security crackdown and increased investor confidence by implementing wide economic reforms. Uribe's policies, which nearly halved the country's homicide rate and increased foreign direct investment by 400% from 2002-2009, have been continued by President Juan Manuel Santos, who took office in August 2010. Santos has further spurred investor confidence through policies aimed at tackling the deficit, as well as further fiscal and political reforms.

In the World Bank's 2011 Doing Business Report, Colombia was ranked the top country in Latin America for strength of investor protection. Colombia's increasing oil production, now fourth-largest in Latin America, and its growing but under-penetrated consumer market have been cited as prime opportunities for investors this year.

For more information, please visit:  
[www.investincolombia.com.co](http://www.investincolombia.com.co)



**About Proexport – Colombian Government Trade Bureau**

Proexport is in charge of promoting Colombian non-traditional exports, international tourism and foreign investment to Colombia. It provides domestic companies with support and advisory services for their International trade activities and helps potential investors find relevant opportunities through a network of offices throughout the US, Latin America, and Europe.

Website: [www.investincolombia.com.co](http://www.investincolombia.com.co)

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Subject: Join Us for Latin America's First-Ever Outsourcing Summit: 5/26-27

Hi XXXXX,

Despite the global recession, Latin America has seen record levels of foreign direct investment in recent years, reaching more than \$128 billion in 2008. Recognized as a fast-growing outsourcing destination, many of the top 10 providers of Business Process and IT Outsourcing have successfully established or are planning to expand their operations in the region.

**We'd like to give you the opportunity to see first-hand why the region is emerging as one of the world's best destinations for outsourcing by inviting you to attend the 2011 International Association of Outsourcing Professionals (IAOP) Latin American Outsourcing Summit, held in Cartagena, Colombia on May 26-27.**

With recent investment from companies like Citibank, IBM, HP and SAP, Colombia is a leader in Latin America's outsourcing industry. In the past three years alone, the country has received almost \$2 billion in information & communications technology investment and was recently recognized by Gartner as a Top 30 Global Outsourcing Destination.

Here's what you can expect should you choose to join us at this first-of-its kind, global event:

- An in-depth look at Latin America's and Colombia's opportunities for international investors through specialized panel discussions and three in-depth tracks. The program features real-life outsourcing customer and provider experiences, a look at today's most important industry topics and predictions from experts on the future of outsourcing in Latin America.
- The opportunity to mingle and meet with high-level officials, investors and businesses from Latin America and around the world including PwC, CB Richard Ellis, Accenture, Bancolombia, Colliers International and Johnson & Johnson. Juan Manuel Santos, the newly elected president of Colombia, expects to personally participate and address delegates at the conference.
- A chance to explore the tropical Caribbean beachfront city of Cartagena de Indias and see why *The New York Times* ranked Colombia as one of the most sought-after travel destinations for 2010.

Proexport, the government trade bureau responsible for attracting foreign investment to Colombia, has joined IAOP to host the region's first Latin American Outsourcing Summit. If your editorial policy allows, Proexport has offered to cover your expenses associated with this trip. Proexport would also be happy to arrange additional meetings for you in Bogota and Medellin—two other cities in Colombia that are seeing high levels of outsourcing investment.

I'll follow up with you soon to determine your interest in attending but please don't hesitate to contact me at [akershner@aboutdci.com](mailto:akershner@aboutdci.com) or 212-725-0707 if you have any questions or interest in the meantime.

Cheers,  
Allison

Subject: "Colombia Realizes 1st FTA with Developed Country as FTA with Canada Enters into Force"

Hi <first name>

As the U.S./Colombia free trade agreement remains stalled in Congress, Canada's agreement with the emerging Latin American market has just reached the point of entry into force. The new FTA, originally approved in 2010, marks Colombia's first free trade agreement in North America and its first with a developed country.

As one of Latin America's greatest economic success stories in recent years, Colombia is keen to improve its ties with North America through the ratification of the U.S./Colombia FTA by the end of the year. Colombia is a major importer of U.S. agricultural products such as wheat, but in recent years the U.S. share of wheat exports to Colombia has fallen from 70 percent to 47 percent as the share of Canadian wheat exports grow. Similarly, Canadian exports of fruits, vegetables, nuts, cattle and meat products to Colombia will become more competitive once the FTA is implemented.

**If interested, I'd be glad to arrange an interview with Maria Claudia Lacouture, President of Proexport Colombia, the government trade bureau responsible for promoting foreign direct investment and exports.** She can discuss the significance of the new Canadian trade agreement, as well as why the ratification of the U.S. agreement is more important than ever before.

More information is included below my signature. Please contact me at [akershner@aboutdci.com](mailto:akershner@aboutdci.com) or 212-725-0707 ext. 115 for more information or to arrange an interview.

**ALLISON KERSHNER**

Account Executive

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**FTA with Canada at point of entry into force:  
COLOMBIA TO REALIZE FIRST FTA WITH DEVELOPED COUNTRY**

- **The NDP estimates GDP increase of 0.06% as a result of Agreement**
- **Colombia will increase consumption of Canadian wheat and barley**
- **Major job creators to benefit: textiles and clothing, biofuels, sugar and flowers, etc.**

**Bogota, March 25, 2011** Colombia is about to experience a milestone in international trade relations and investment, thanks to the entry into force of the Free Trade Agreement



(FTA) with Canada. This is the first of such Agreements with a developed country, where consumers can get goods and services from domestic producers at preferential conditions.

The Minister of Trade, Industry, and Tourism, Sergio Diaz-Granados, said this is an unprecedented event and highlighted the effect it will have on the country's economic growth and on job creation. Indeed, Canada generates 2.6 percent of world GDP, and Colombia now offers it a market of 33 million more consumers.

"Our new partner has high purchasing power. Each year, Canadian residents receive an average income of \$38,614, which is five times the average income of a Colombian citizen. This, obviously, opens the door to great possibilities for our exporters," the Minister said.

Having passed internal legal procedures, the last of which required the declaration of the constitutionality of the "Agreement on annual reports on the impact of trade on human rights" by the Constitutional Court, what remains is only the notification of the Foreign Ministry in order to initiate procedures for the exchange of notes.

"The ball is now in the court of Colombian businesses, which will be responsible for taking advantage of the benefits offered by this Agreement, in order to reach their goals," said the senior official.

The possibilities provided by the Agreement, in terms of exports, will positively impact products, such as sugar, processed rice, cereals, oils and fats, and textiles and clothing, among others.

For the sugar sector, for example, we have produced results better than any other negotiation to date.

As for producers of biofuels, flowers, textiles and garments, all of which are major job creators, the doors will now open to the Canadian market, so this means that these exports will enter duty-free once the FTA enters into force.

These products account for 98 percent of Colombian exports that will immediately enter, duty free, into the Canadian market. Of this grand total, 99.8 percent of trade in industrial goods and 97.6 percent of agricultural goods will receive the preferential treatment mentioned above.

## **AGRO, GREAT PLAYER**

The agricultural sector played an important role in the negotiation. And while Colombia will be able to sell products, such as beans, coffee, white sugar, flowers, fruit and vegetables, confectionery, cocoa and its derivatives, food products and preparations of fruits and vegetables, tobacco products, ethanol and spirits, among others; domestic consumers and businesses, too, will benefit from the entry of products which Colombia already has to import.

"This is the case of wheat, where our traditional suppliers have been the U.S., Canada, and Argentina, but with this FTA, the entry of Canada as a player will increase competition and, as a result, enhance the competitiveness of domestic producers that use this input," said the Minister.

Colombian wheat purchases in 2008 were worth \$382 million dollars from the U.S., \$95 million dollars from Canada, and \$53 million dollars from Argentina. In 2009, there was an

increase in purchases from Canada, reaching \$112 million, and this occurred prior to the entry into force of the Colombia-Canada FTA.

It is expected that, along with wheat, Colombian imports will grow for vegetables, fruits and nuts, barley, cattle and meat products, paper, and various minerals, all of which will benefit consumers.

The FTA, however, does provide a special agricultural safeguard to regulate imports of some sensitive products in Colombia's agricultural sector, such as beef and beans.

## **OTHER ACCOMPLISHMENTS**

As for the issue of investment, it is now possible to set new Canadian investment in strategic sectors with high added value, especially in telecommunications, financial services, and mining.

In financial services, the biggest beneficiaries will be pension funds. Such market access was obtained from nine Canadian provinces, which account for about 700 billion dollars a year. "This achievement surpassed even what was conferred by Canada under NAFTA," said Minister Diaz-Granados.

And as for procurement, the available market exceeds 17 billion dollars, an amount where acquisitions are calculated each year by state enterprises in that country.

Proexport identified specific opportunities, both in public procurement and in the export of products of high potential, such as consulting services, telemedicine, call centers, online translation service, data processing, computer services and related software services, telecommunications, and design, among others.

As projected by the National Planning Department, Colombia stands to further increase its GDP by 0.06 percent; this figure does calculate the increase in the remuneration of skilled and unskilled labor.

## **PROTECTIONS**

Finally, the Minister explained that these negotiations included strict rules to ensure adequate protection for workers' rights and the obligation to maintain high levels of environmental protection.

The Minister concluded by saying that, "This important commitment was achieved through the negotiation of two parallel Agreements that established these rules and obligations, which will serve as strong cooperative mechanisms to help strengthen our institutions and programs in these areas."



**Twitter | Facebook | Blog**

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## **Holiday & Winter Experiences from DCI's Travel Destination Clients!**

With the holiday and winter season around the corner, DCI's client destinations offer a multitude of holiday and winter experiences for all travelers to take advantage of and enjoy.

Featured destinations: **California; Colombia; Corpus Christi; Dubai; Massachusetts; Greater Miami, FL; New Mexico; Park City, UT; Peru; Greater Portland, OR; Tasmania; Toronto, Ontario; and Greater Williamsburg, VA.**

For press trip or story opportunities, contact Maureen at [mhaley@aboutdci.com](mailto:mhaley@aboutdci.com).

### **CALIFORNIA**

**Name of Experience/Event:** 102<sup>nd</sup> Newport Beach Christmas Boat Parade

**Location:** Newport Beach

**Date:** December 15-19

**Price:** Free, 1.75 Hour Boat Cruise in the Parade \$35 (Adult), \$30 (Junior)

**Description:** The oldest holiday boat parade in the United States features elaborately decorated yachts parading throughout Newport Harbor from 6:30-9:00PM Wednesday through Sunday evenings. Hundreds of yachts, cruise ships and watercraft of all kind take part.

**Website:** [www.christmasparadeboats.com](http://www.christmasparadeboats.com)

**Name of Experience/Event:** "Tis the Season for Science" at the California Academy of Sciences

**Location:** San Francisco

**Date:** November 23 - January 2

**Price:** \$29.95 (Adult), \$24.95 (Youth 12-17, Students, Senior), \$19.95 (Child 4-11)

**Description:** Step into an Arctic wonderland where you can meet live reindeer, crawl into an igloo, see the Northern Lights, and learn how polar bears and their neighbors survive the harsh winter. Young visitors can also meet "Santa Claude," the Academy's lovable alligator mascot, decked in a festive Santa hat and scarf. Holiday music and dance performances, indoor snow flurries, and a snow cone cart complete the festive atmosphere.

**Website:** [www.calacademy.org/tickets](http://www.calacademy.org/tickets)

**Name of Experience/Event:** 26<sup>th</sup> Annual Christmas in the Adobes

**Location:** Monterey

**Date:** December 9 & 11

**Price:** \$15 - \$20 (Adult), \$2 (Child 6-17), Free (Child Under 5)

**Description:** Step back into Monterey's past during the 26<sup>th</sup> Annual Christmas in the Adobes. Costumed volunteers welcome you to 20 of Monterey's historic adobes decorated in age-appropriate style within an easy walk of each other. Special activities at the state parks will celebrate the 25th year of this celebration.

**Website:** [www.seemonterey.com/montereyholidays](http://www.seemonterey.com/montereyholidays)

## COLOMBIA

**Name of Experience/Event:** The Cali Fair

**Location:** Cali

**Dates:** December 25 - 30

**Price:** Free

**Description:** Every year, immediately after Christmas, the city of Cali fills with tourists who come to participate in this great fair, famous for its horse riding parades, bullfights, the best salsa orchestras, multitudinous concerts, dances, and delicious gastronomy.

**Website:** [www.feriadecali.com](http://www.feriadecali.com) (Spanish language)

**Name of Experience/Event:** Medellin Christmas Lights

**Location:** Medellin

**Dates:** December 3 - January 11

**Price:** Free

**Description:** The Christmas Lights in Medellin is a traditional time that over the years has become hugely popular with because the city is full of lights and cultural programs. Festivities kick off December 7, when the lights are lit, and the Myths, Dance and Legend Parade Starts. From December 7 - January 9 children under 12 have free entry to all recreational parks and museums.

**Website:** [www.medellinvisitorguide.com/whatsnew.html](http://www.medellinvisitorguide.com/whatsnew.html)

## CORPUS CHRISTI

**Name of Experience/Event:** Las Luces del Mar

**Location:** Corpus Christi Bayfront Marina

**Dates:** December 3

**Price:** Free

**Description:** To ignite the spirit of the holidays, Las Luces del Mar is an inspirational evening bringing together the inter-faith community of Corpus Christi through a spectacular illumination ceremony downtown. Following the lightshow, local artisans, street vendors, musical performers, carolers, and a live nativity scene celebrate the betterment and unity of the community during the season.

**Website:** [www.laslucesdelmar.org](http://www.laslucesdelmar.org)

**Name of Experience/Event:** 29th Annual Harbor Lights Festival

**Location:** Corpus Christi Bayfront Marina

**Dates:** December 4

**Price:** Free

**Description:** A "must see" event, the beautiful Corpus Christi skyline and Marina area are illuminated for the holiday season with a Ceremonial Lighting of the Tree and Illuminated Boat Parade. The fun and hospitality of the waterfront area provides the setting for wonderful sights, enjoyable family activities and a variety of vendors featuring great food and holiday items.

**Website:** [www.harborlightsfestival.org](http://www.harborlightsfestival.org)

**Name of Experience/Event:** Christmas Around the World

**Location:** Art Museum of South Texas; Corpus Christi Museum of Science & History

**Dates:** December 11

**Price:** Free

**Description:** From 10am to 1pm, these two museums, the Art Museum of South Texas and the Corpus Christi Museum of Science & History, open their doors for a family holiday event. The museums offer "Christmas Tree forests," hands-on art activities, holiday treat, and photo opportunities with Santa Claus.

**Website:** [www.visitcorpuschristitx.org](http://www.visitcorpuschristitx.org)

## DUBAI, UAE

**Name of Experience/Event:** Skiing in the Desert

**Location:** Ski Dubai

**Dates:** Open daily

**Price:** \$32.67 (Adult); \$29.95 (Child) Includes Rentals

**Description:** This holiday season, visitors can take the skiing experience to a whole new level by at Ski Dubai, the first indoor ski resort in the Middle East, offering an amazing snow setting to enjoy skiing, snowboarding and tobogganing, or just playing in the snow. Located in the Mall of the Emirates, Ski Dubai is a unique mountain-themed attraction that offers visitors the opportunity to enjoy "real snow in the desert" all year round. Aside from indoor skiing, Dubai also water and sand skiing, making it one of the only destinations worldwide offering the sport on three surfaces year-round!

**Website:** [www.skidxb.com](http://www.skidxb.com)

**Name of Experience/Event:** Dubai International Film Festival (DIFF)

**Location:** Dubai

**Dates:** December 12-19

**Price:** Varies

**Description:** The Dubai International Film Festival (DIFF) is the largest film festival of its kind in the Middle East. Since its inception in 2004, the festival has served as an influential platform for Arab filmmakers and talent at an international level, by spearheading the cinema movement in the region. Now in its seventh year, DIFF will open with the all-star drama "The King's Speech" to continue the tradition of bringing the most anticipated global films to local and regional audiences.

**Website:** [www.dubaifilmfest.com](http://www.dubaifilmfest.com)



**Name of Experience/Event:** Dubal Shopping Festival

**Location:** Dubai

**Dates:** January 20 – February 20, 2011

**Price:** Varies

**Description:** This winter, the shopping deals don't end with the holiday season! Since 1996, the Dubai Shopping Festival provides an opportunity for over 3 million visitors to celebrate shopping in the Emirates. Tourists from all around the world are lured not only for Dubai's tax free shopping, but also for all of the events that take place during the festival, including stores offering deep discounts on merchandise like watches, perfumes, jewelry by leading world-renowned brands, car raffles drawn daily, and fireworks lighting the night sky.

**Website:** [www.dubaishoppingfestival.com](http://www.dubaishoppingfestival.com)

## MASSACHUSETTS

**Name of Experience/Event:** 15<sup>th</sup> Annual America's Hometown Thanksgiving Celebration

**Location:** Plymouth, Massachusetts. Downtown (Court Street) & Waterfront (Water Street)

**Dates:** November 19-21

**Price:** Free; except for Saturday concert

**Description:** The weekend of festivities has become a beloved holiday occasion as well as an important link to our nation's history and heritage. For 15 years, hundreds of thousands of people from all walks of life have traveled to the historic Plymouth Harbor and Waterfront to experience a bounty of authentic Americana. The celebration of Thanksgiving becomes history-brought-to-life as Pilgrims, Native Americans, Soldiers, Patriots, and Pioneers proudly climb out of the history books and onto the streets of Plymouth.

**Website:** [www.usathanksgiving.com](http://www.usathanksgiving.com)

**Name of Experience/Event:** 21st Annual Stockbridge Main Street at Christmas

**Location:** Stockbridge Chamber of Commerce

**Dates:** December 4 & 5

**Price:** Varies by activity

**Description:** Stockbridge, made famous by Norman Rockwell's painting of the village during the holidays, becomes a magical New England setting decorated with holiday wreaths and festive lights, offering a full range of activities, with highlights including a holiday house tours, caroling, and a holiday concert, along with a recreation on Sunday of the scene depicted in Main Street at Christmas, complete with vintage automobiles

**Website:** [www.stockbridgechamber.org/christmas.html](http://www.stockbridgechamber.org/christmas.html)

**Name of Experience/Event:** Bright Nights at Forest Park

**Location:** Springfield, MA

**Dates:** November 24 – January 2

**Price:** \$15-\$18 (per car)

**Description:** The attraction features 20 lighting displays, consisting of over 600,000 lights, along a 2.5 mile route through the city's scenic Forest Park. Popular exhibits

include Seuss Land (in honor of Springfield native Dr. Seuss), Jurassic World, the Garden of Peace, Victorian Village, Toy Land and North Pole Village. Selected by *People* magazine in 2007 as one of the nation's top holiday attractions (along with Radio City Music Hall, Disney World and the Fountains of Bellagio in Las Vegas, among others), Bright Nights was also chosen by the American Bus Association as one of North America's Top 100 Events.

**Website:** [www.brightnights.org](http://www.brightnights.org)

## MIAMI, FLORIDA

**Name of Experience/Event:** Zoo Lights

**Location:** Miami

**Dates:** December 17 – December 30

**Price:** \$8.95 (Adult), \$6.95 (Child)

**Description:** Zoo Miami will open at night for a special holiday event with dozens of bright animal shaped lights. Holiday favorites like hot chocolate, holiday songs and more will make this a great family gathering place. Closed December 24th and 25th. 7-10 p.m.

**Website:** [www.zoomiami.org](http://www.zoomiami.org)

**Name of Experience/Event:** Snow Days in the Grove

**Location:** Coconut Grove

**Dates:** December 4, 11, 18

**Price:** Free

**Description:** The forecast for Coconut Grove is calling for snow - eight tons of snow to be exact. Visitors long accustomed to Miami's standard December 'chill,' will have a chance at an authentic winter experience including building snowmen, making snow angels and even launching a snowball or two during the Snow Days celebration.

**Website:** [www.coconutgrove.com](http://www.coconutgrove.com)

**Name of Experience/Event:** Winter Wonder Island

**Location:** Miami

**Dates:** December 18 – January 2

**Description:** Jungle Island brings winter dreams to life this holiday season. Winter Wonder Island promises to delight children from 1 to 92 with a wide array of special activities. The jungle will be transformed with a magical snowfall, a special holiday-themed show, and of course, photos with the big man himself - Santa Claus. There also will be games and activities and seasonal treats for kids of all ages.

**Website:** [www.jungleisland.com](http://www.jungleisland.com)

## NEW MEXICO

**Name of Experience/Event:** Elephant Butte Luminaria Festival & Floating Lights Parade

**Dates:** December 11

**Price:** Free

**Description:** This is a festive annual event, sponsored by the Elephant Butte Chamber of Commerce, featuring free refreshments at approximately 25 campsites situated along sandy beach paths lit by 4,000 luminaries. There will be hayrides, home, business, boat and RV lighting contest, caroling, and of course an appearance by Santa. The Luminaria Walk is sponsored by the Elephant Butte Chamber of Commerce. Awards ceremony and Christmas party follows at the Elephant Butte Inn.

**Website:**

[http://www.elephantbuttechamberofcommerce.com/ebcc\\_winter\\_holiday.html](http://www.elephantbuttechamberofcommerce.com/ebcc_winter_holiday.html)

**Name of Experience/Event:** 14<sup>th</sup> Annual River of Lights

**Location:** Albuquerque

**Date:** November 27 – December 30

**Price:** \$7 (Adults), \$3 (Child & Senior)

**Description:** Hundreds of thousands of twinkling lights and dazzling holiday displays adorn the grounds of the Albuquerque Botanic Gardens in New Mexico's largest walk-through light show. Each year's show unveils a number of ingenious new sculptures and stunning displays designed and constructed by ABQ BioPark artists and craftsmen. In addition to the light sculptures, there is always something else going on, from carolers to a snowman display house to the opportunity to have Supper with Santa. Visiting the River of Lights is fun for the entire family.

**Website:** [www.itsatrip.org/events/details/2010-annual-river-of-lights-11713](http://www.itsatrip.org/events/details/2010-annual-river-of-lights-11713)

**Name of Experience/Event:** Christmas on the Pecos

**Location:** Carlsbad

**Date:** November 26 – December 31

**Description:** This magical vista is created by over 100 homeowners who spend hours decorating with care. Each house is unique. From the Christmas in the Desert Southwest theme at one home to Santa's Play land at another, Carlsbad residents show their creativity as much as their community pride. Each year the Holiday Season on the Pecos wraps itself around the riverfront, illuminating backyards, boat docks and islands with millions of lights. The Pecos River Holiday Lights shimmers with color.

**Website:** [www.christmasonthepecos.com/photogallery.html](http://www.christmasonthepecos.com/photogallery.html)

## **PARK CITY, UTAH**

**Name of Experience/Event:** Santa Skis Free Day at The Canyons

**Location:** Park City

**Date:** December 18

**Price:** Free

**Description:** Join us for the 7th annual Santa Skis Free Day! The first 50 guests that don St. Nick's attire will ski or ride for free, one day only. Guests must be in FULL costume, no partial costumes will count.

**Website:** [www.thecanyons.com/events.html](http://www.thecanyons.com/events.html)

**Name of Experience/Event:** Traditional Holiday Celebration & Torchlight Parade

**Location:** Park City

**Date:** December 24

**Price:** Free

**Description:** Look for Santa Claus skiing the mountain during the day! Enjoy holiday music and free hot beverages and cookies on the plaza at sunset. Then watch the spectacle of our Ski and Snowboard School coming down PayDay trail for a traditional torch light parade.

**Website:** [www.parkcitymountain.com](http://www.parkcitymountain.com)

## PERU

**Name of Experience/Event:** Lima Philharmonic Season

**Location:** Auditorio del Colegio Santa Ursula in San Isidro, Lima

**Dates:** November 25 and December 1

**Price:** \$28.71

**Description:** Lima's Philharmonic Society starts their 2010 season which includes 14 concerts. The debuts: The prestigious Orchestra Stockholm Sinfonietta from Sweden, the Three Continent Quartet from France and the young Chinese pianist Jue Wang, winner of the Santander Piano Contest.

**Website:** [www.peru.info](http://www.peru.info)

**Name of Experience/Event:** Feria Taurina del Señor de los Milagros

**Location:** Plaza de Acho, Lima

**Dates:** November 7 – December 15

**Price:** Varies

**Description:** Carried out every Sunday in the Plaza de Acho, the best Spanish, Peruvian, Mexican and international bullfighters compete. Considered as the top bullfighting event in South America, participants compete for the "Gold Scapular of Our Lord of Miracles," the highest distinction of the festival.

**Website:** [www.peru.info](http://www.peru.info)

## GREATER PORTLAND, OREGON

**Name of Experience/Event:** Wine Country Thanksgiving

**Location:** Willamette Valley

**Dates:** November 26-28

**Price:** Tasting fees vary by location

**Description:** During the annual Wine Country Thanksgiving, more than 150 wineries will open their doors to kick off the winter wine tasting season. Enjoy this unique opportunity to visit some of the region's small, family-owned wineries often closed to visitors, as well as larger wineries & tasting rooms. Taste from the barrel with winemakers, sample new releases and older vintages, and enjoy specialty food pairings, live music and other special activities. Most wineries are open to the public 11am to 5pm. An excellent route to viewing some of the most beautiful country and stopping at wineries along the way is via the Vineyard and Valley Scenic Tour Route.

**Website:** [www.visitwashingtoncountyoregon.com/Things-To-Do/Wineries-and-Breweries](http://www.visitwashingtoncountyoregon.com/Things-To-Do/Wineries-and-Breweries)

**Name of Experience/Event:** Holiday Ale Fest

**Location:** Portland, Ore.

**Dates:** December 1-5

**Price:** \$20 in advance or \$25 at the door includes entry, a souvenir mug, and 10 tasting tickets. Each additional taste (4 oz.) is \$1.

**Description:** The winter season holds many gifts for beer lovers in the form of big, bold ales designed to fend off the cold chill of a long winter's night. Each year, the Holiday Ale Festival annually gathers up dozens of these winter warmers for a joyous five-day celebration. As a result, this quintessential Portland event has earned a reputation as the premier winter beer tasting venue on the West Coast. The festival is held in Pioneer Courthouse Square in downtown Portland, Ore.

**Website:** [www.holidayale.com](http://www.holidayale.com)

**Name of Experience/Event:** Christmas Ships

**Location:** Downtown Portland and surrounding areas

**Dates:** December 9-21

**Price:** Free

**Description:** Holiday cheer takes to the water during Greater Portland's Christmas Ships parade. Free for all viewers, crowds gather at waterfront restaurants and parks to watch the decorated ships sail by, lighting up cool winter nights. A tradition tied to Oregon's maritime history, towns up and down the Columbia and Willamette rivers around Portland also take part in this holiday celebration. Prime viewing areas are Portland's Tom McCall Waterfront Park, Salty's restaurant, Riverplace Hotel and the historic downtown area of St. Helens, Ore.

**Website:** [www.christmaships.org](http://www.christmaships.org)

## TASMANIA

**Name of Experience/Event:** Santa Run 5K for Charity

**Location:** Ulverstone, Tasmania

**Date:** December 12

**Price:** \$25

**Description:** At 11am, Sunday 12th December 2010 the streets of Ulverstone, Tasmania will come to life with participants taking part in the second annual Santa Run, a fun run for all the family, still the first of its kind in Australia. The run is an opportunity to get into the Christmas Spirit, dress up in a Santa suit to have loads of fun and *raise money for a worthwhile charity* - the **Royal Flying Doctor Service**, The Furthest Corner, The Finest Care.

**Website:** [www.santarun.com.au](http://www.santarun.com.au)

**Name of Experience/Event:** Rolex Sydney Hobart Yacht Race

**Location:** Hobart, Tasmania

**Date:** December 26 - January 1

**Description:** The Rolex Sydney Hobart is a 628nm yacht race begins in Sydney Harbour and finishes in Hobart. Each December on Boxing Day you can see the world's greatest yachts charging through Sydney Heads as they take part in the Rolex Sydney Hobart Yacht Race. Since 1945, this blue water classic has thrilled Australians, and thousands line Sydney Harbour or form farewell flotillas to cheer the



departing yachters. Days later, in Hobart, the excitement builds as news of who will be the first boat to arrive comes through.

**Website:** [www.hrolexsydneyhobart.com/default.asp](http://www.hrolexsydneyhobart.com/default.asp)

**Name of Experience/Event:** Launceston Christmas Cycling Carnival

**Location:** Launceston, Tasmania

**Date:** December 28

**Description:** Promoted by the Sports Carnivals Association of Tasmania, the Launceston Christmas Cycling Carnival features athletes that participate in running, cycling and wood chopping events. The Launceston Christmas Cycling Carnival is held at Silverdome.

**Website:** [www.tascarnivals.com/launcestoncarnival](http://www.tascarnivals.com/launcestoncarnival)

## TORONTO, ON

**Name of Experience/Event:** 106th Annual Santa Claus Parade

**Location:** Through Downtown Toronto ending at the St. Lawrence Market

**Dates:** November 21

**Price:** Free

**Description:** Drawing over half a million people annually, the longest-running children's holiday parade is a tradition is certain to spark the child in all visitors this season. The parade, which has run each year since November 1905, is one of the overall largest parades in the world with over 25 animated floats with themes ranging from Harry Potter to Hockey Night In Canada, more than 100 "Celebrity Clowns" leading the parade, and 1,500 costumed participants march happily through Toronto's streets.

**Website:** [www.thesantaclausparade.ca](http://www.thesantaclausparade.ca)

**Name of Experience/Event:** 44th Annual Cavalcade of Lights

**Location:** Nathan Phillips Square

**Dates:** November 27

**Price:** Free

**Description:** Kick off the holiday season in Toronto with this event marking the premiere illumination of the Cavalcade of Lights display, which includes the radiance of 100,000 lights and the city's official Christmas Tree. Live music fills revellers with the spirit of the season and a vivid fireworks display lights up Toronto's City Hall and night sky.

**Website:** [www.seetorontonow.com](http://www.seetorontonow.com)

**Name of Experience/Event:** Winter Magic

**Location:** Downtown Toronto

**Dates:** November 12 – December 19

**Price:** Price Varies

**Description:** Winter Magic, a series of outdoor seasonal events in different Toronto locations, celebrates the holiday season in a variety of ways. Yonge-Dundas Square is the epicenter of Toronto's holiday enchantment with the festive Bay Christmas Window displays that have been transforming Toronto into a winter wonderland since 1914; "Buskertainment" has street performers, mimes, illusionists, human statues, stilt walkers and balloon artists celebrating in the streets.

**Website:** [www.seetorontonow.com](http://www.seetorontonow.com)

## **GREATER WILLIAMSBURG, VIRGINIA**

**Name of Experience/Event:** "Foods & Feasts of Colonial Virginia"

**Location:** Jamestown Settlement and the Yorktown Victory Center

**Dates:** November 25-27

**Price:** \$19.25 (Adult), \$9.25 (Children 6-12)

**Description:** This Thanksgiving, recreate Virginia's 17th-century culinary traditions at Jamestown Settlement. During this three-day event, visitors can discover how Powhatan Indians and English colonists collected, prepared and conserved their food. Yorktown Victory Center, a museum of the American Revolution, allows visitors to see through the eyes of a Revolutionary War soldier and trace back to the events that occurred in colonial times.

**Website:** [www.visitwilliamsburg.com](http://www.visitwilliamsburg.com)

**Name of Experience/Event:** Busch Gardens Christmas Town

**Location:** Williamsburg

**Dates:** November 26 - December 31

**Price:** \$21 (Child Under 3 Free)

**Description:** Christmas Town at Busch Gardens allows everyone to experience the sights, sounds and scents of the holiday season. During this international celebration, Busch Gardens transforms into a winter wonderland for the whole family. Visit some of Christmas Town's most popular attractions, including Santa's Fireside Feast, Polar Pathway and Mistletoe Marketplace, where local artisans provide handmade crafts. Christmas shows, holiday themed restaurants and shopping at The Garden Gate also add to this seasonal attraction.

**Website:** [www.christmastown.com](http://www.christmastown.com)

**Name of Experience/Event:** Grand Illumination Celebration

**Location:** Colonial Williamsburg

**Dates:** December 5

**Price:** \$10

**Description:** Colonial Williamsburg's Grand Illumination Celebration is a great way to ignite the holiday season and create new traditions with your family. Since 1934, candle lit homes and street-side cressets illuminate this historic area. Visitors can watch fireworks and enjoy 18-century musical performances such as, the Fife and Drum Corp and four of Colonial Williamsburg's finest musicians.

**Website:** [www.visitwilliamsburg.com](http://www.visitwilliamsburg.com)

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## What's New and Anniversaries for 2011 from DCI's Travel Destination Clients!

DCI's client destinations are kicking off the New Year by presenting the top new and noteworthy experiences for all travelers to enjoy in 2011. Please find our clients' highlighted events below.

Featured destinations: **California; Corpus Christi, TX; Dubai; Finger Lakes Wine Country; Massachusetts; New Mexico; Park City, UT; Greater Portland, OR; Tasmania; Toronto, Ontario; and Greater Williamsburg, VA.**

For press trip or story opportunities, contact Ashley at [ashley.fenton@aboutdci.com](mailto:ashley.fenton@aboutdci.com).

### CALIFORNIA

**Name of Experience/Event:** Cirque du Soleil IRIS - Exclusively at Kodak Theater

**Location (City):** Los Angeles, CA

**Dates:** Ticket sales begin July 22, 2011

**Price:** TBD

**Description:** In the second only permanent show of *Cirque du Soleil*, this new production is a lyrical, fanciful, kinetic foray into the seventh art. Bringing together dance, acrobatics, live video, filmed sequences and animation, the show takes spectators on a fantastic voyage through the history of cinema and its genres, taking them into the heart of the movie-making process.

**Website:** [www.cirquedusoleil.com/en/welcome.aspx](http://www.cirquedusoleil.com/en/welcome.aspx)

**Name of Experience/Event:** Gateway Science Museum

**Location (City):** Chico, CA

**Dates:** Year-round

**Price:** Adults \$5; Children \$3

**Description:** In Spring of 2010 the Chico area welcomed the Gateway Science Museum, which encourages curious minds of all ages to discover science and the natural heritage of Northern California by exploring the museum's diverse collection of exhibits. The museum is also located in an interesting and unique landscape. Outside, visitors will find five separate eco-regions, including a paleo flora area, riparian zone, buffer zone, delta and northern lower mountain region.

**Website:** [www.csuchico.edu/gateway](http://www.csuchico.edu/gateway)

**Name of Experience/Event:** New Yacht for Cruises

**Location (City):** Stockton, CA

**Dates:** Year-round

**Price:** Prices vary by service

**Description:** Stockton Yacht Charters, a family-owned business, has expanded operations to include the City of Stockton. The newly acquired vessel, Island Girl, is a luxurious 149-passenger motor yacht, now based out of the Stockton Marina. Public and private cruises include a delicious champagne brunch, scenic lunch and sunset dinner cruises.

**Website:** <http://bit.ly/hNJ3F1>

**Name of Experience/Event:** What's New for Ski Season

**Location (City):** Mammoth Lakes & Lake Tahoe, CA

**Dates:** Winter Season 2011

**Description:** Mammoth Mountain is pioneering the idea of mobile food on the mountain this season, with the development of two decked-out snow cats that will make burritos and calzones for guests on the mountain. Pacific Crest Heli-Guides, in partnership with HeliTahoe, is offering helicopter skiing and snowboarding in the Truckee/Lake Tahoe area for the upcoming 2010-11 winter season. This will be the first full-fledged helicopter skiing operation launched in the Lake Tahoe region.

**Website:** [www.mammothmountain.com](http://www.mammothmountain.com); [www.pacificcrestheliguide.com](http://www.pacificcrestheliguide.com)

## **CORPUS CHRISTI, TEXAS**

**Name of Experience/Event:** 35th Annual Bayfest 2011

**Location (City):** Corpus Christi, TX

**Dates:** September 2011

**Price:** \$7.00 per person

**Description:** Attracting over 110,000 festival goers yearly, Bayfest is a three-day outdoor music and arts festival along the shoreline that celebrates the unique cultural and ethnic diversity of the region by composing a colorful explosion of entertainment and fun. As one of the few festivals in the nation that is run by volunteers and profits local charities, Bayfest has raised over \$11.8 million since its inaugural year in 1976, with 80% of the funds raised going to those local organizations and 5,000 individuals volunteering their time.

**Website:** [www.bayfesttexas.com](http://www.bayfesttexas.com)

**Name of Experience/Event:** Corpus Christi Symphony Orchestra's 65th Anniversary

**Location (City):** Corpus Christi, TX

**Dates:** Through April 2011

**Price:** Starting at \$160.00 per person

**Description:** The Corpus Christi Symphony Orchestra is a professional contract orchestra that is performing six concert series this season and bringing the thrill of internationally acclaimed artists, lasting adoration of classical music's beloved pieces, and the present day allure of silver screen hits. In February, individual musicians will share their talents as soloists are showcased, while in March, cinema reigns supreme as timeless pieces from the silver screen will be highlighted from movies such as

Batman and Harry Potter. The treasured musical abilities of pianist Haochen Zhang, co-winner of the 2009 Van Cliburn International Piano Competition Gold Medal will be explored during April.

**Website:** [www.ccsymphony.org](http://www.ccsymphony.org)

**Name of Experience/Event:** Melges 24 World Championship Regatta

**Location (City):** Corpus Christi, TX

**Dates:** May 11-21, 2011

**Price:** Varies

**Description:** Corpus Christi will be hosting the Melges 24 World Championship Regatta, a high achievement in the sailing world, for the first time this May. The city offers the deepest bay waters in Texas, creating the perfect atmosphere for this global competition to take place with its smooth sea breezes year-round. The Melges 24 is a one-design class of sailboat used for racing, designed in 1992. The competition will take place in the Corpus Christi Harbor and Clubhouse; in conjunction with the race, the Omni Corpus Christi Hotel Marina Tower is offering a special regatta rate and experiences for visitors in the downtown Marina District with spectacular views of the bay.

**Website:** [www.melgesworlds.com](http://www.melgesworlds.com)

## **DUBAI, UAE**

**Name of Experience/Event:** 15th Annual Dubai Shopping Festival

**Location (City):** Dubai, U.A.E.

**Dates:** January 20 – February 20, 2011

**Price:** Varies

**Description:** This world-renowned month-long shopping festival offers discounted and tax-free goods which has become a major tourism attraction yearly. Fireworks illuminate the sky, luxury cars are raffled, carnivals and desert excursions – the city comes alive. It is the largest shopping and entertainment event in its region, boasting over 35 million attendees since its inception 15 years ago, spending millions of dollars over the 32 day stretch. The Dubai Jazz Festival, from January 20 to February 18, overlaps with the Shopping Festival, so post a day of shopping; a weary tourist can relax to the soothing melodies of jazz.

**Website:** [www.dubaishoppingfestival.com](http://www.dubaishoppingfestival.com)

**Name of Experience/Event:** Global Village

**Location (City):** Dubai, U.A.E.

**Dates:** Through February 28, 2011

**Price:** varies

**Description:** Launched in 1996, 2011 marks the 15<sup>th</sup> year that Global Village has been in existence. Global Village, "where the world comes together," is part of Dubailand, the world's largest tourism, leisure and entertainment project. Global Village offers amazing live performances featuring Irish, Cuban, Bollywood (Indian), Georgian, Sri Lankan, Turkish, Japanese, pan-African and many more ethnic groups performing cultural dances and displaying their respective ethnic clothing on the world culture stage. Street performances engage visitors with traditional dances and fire mats as these performances reminiscent of Egyptian, French, Kenyan, United



Arab Emirates, Syrian and American cultures.

**Website:** [www.globalvillage.ae](http://www.globalvillage.ae)

**Name of Experience/Event:** Radisson Blu Downtown Dubai Opening

**Location (City):** Dubai, U.A.E.

**Dates:** February 2011

**Price:** Varies

**Description:** Scheduled to open in February 2011, the Radisson Blu Downtown Dubai is conveniently located near the International airport, Dubai Mall, traditional markets and the Burj Khalifa, the world's tallest tower. Radisson Blu will feature two restaurants and bars, 220 guest rooms, as well as conference rooms and a spa. The DINK Bar is the hotel's rooftop bar and terrace featuring stunning views of downtown Dubai, including the world's tallest tower the Burj Khalifa. Open all day, DINK serves an international menu for breakfast, lunch and casual dinner. By evening, a resident DJ spins while the sun sets over the Dubai skyline. Urban Kitchen brings a unique twist as the modern, multicultural restaurant with an open show kitchen featuring chefs from around the world for meals throughout the day.

**Website:** [www.radissonblu.com/hotel-dubaidowntown](http://www.radissonblu.com/hotel-dubaidowntown)

## FINGER LAKES WINE COUNTRY

**Name of Experience/Event:** 25<sup>th</sup> Anniversary of the Seneca Wine Trail

**Location (City):** Finger Lakes Wine Country

**Dates:** 2011

**Price:** Prices vary depending on event/winery

**Description:** The Seneca Wine Trail marks its 25<sup>th</sup> anniversary in 2011 with many exciting, discounted events for visitors to enjoy. The Chocolate and Wine weekend in February offers a romantic Valentines itinerary, while Cruisin' the Tropics Weekend offers a tropically-themed event to beat the winter blues in March. The variety of events scheduled throughout the winter and spring offer something for everyone while commemorating a successful 25 years on the Seneca Wine Trail.

**Website:** [www.senecalakewine.com](http://www.senecalakewine.com)

**Name of Experience/Event:** 150<sup>th</sup> Anniversary of the Civil War

**Location (City):** Elmira, NY

**Dates:** From 2011-2015

**Price:** Trolley into Twain Country - \$4 for adults, \$2 for children

**Description:** The Chemung Valley History Museum will be offering an unprecedented series of Civil War themed exhibits, from 2011-- 2015, including *Fugitives No More*, in 2011. Also, the Trolley into Twain Country Tours will increase their coverage of Elmira's Civil War sites during its 2011 anniversary season.

**Website:** [www.chemungvalleymuseum.org/](http://www.chemungvalleymuseum.org/),  
<http://www.marktwaincountry.com/trolley.asp>

**Name of Experience/Event:** Corning Museum of Glass 60<sup>th</sup> Anniversary

**Location (City):** Corning, NY

**Dates:** May 19, 2011 – open house including free admission

**Price:** Adult Day Pass - \$14.50, 19 & Under- Free

**Description:** The nation's premier glass museum, the Corning Museum of Glass celebrates its 60<sup>th</sup> anniversary in 2011. The museum boasts a collection of more than 45,000 objects, a world-class Studio, and the renowned Rakow Research Library. The anniversary events include special tours, a birthday celebration, GlassFest and commemorative publications. Be a part of the celebration with the low adult prices and free admission for children 19 and under.

**Website:** [www.cmog.org](http://www.cmog.org)

## MASSACHUSETTS

**Name of Experience/Event:** 50th Anniversary of JFK Inauguration Exhibit

**Location (City):** Boston, MA

**Dates:** on display through summer 2011

**Description:** Before taking the oath of office and delivering one of the most memorable addresses in our nation's history, John F. Kennedy spent months preparing to ascend to our nation's highest office. This special 50th anniversary exhibit presents treasures from the ceremonial events building up to the inaugural -- JFK's farewell to his home state of Massachusetts; his arrival in Washington at an inaugural eve gala -- and from the inaugural ceremony itself.

**Website:** [www.jfklibrary.org](http://www.jfklibrary.org)

**Name of Experience/Event:** 250<sup>th</sup> Anniversary of Pittsfield

**Location (City):** Pittsfield, MA

**Dates:** Year-round

**Description:** Throughout the year, all major annual Pittsfield events such as the 4th of July Parade, Ethnic Fair, Third Thursdays, and the Pittsfield Art Show will take on the 250th anniversary theme. The 250th Anniversary of Pittsfield, Massachusetts in 2011 celebrates the continuing creative transformation of our innovative, resourceful, beautiful city and its people. The anniversary will kick off in April 2011 with an opening celebration and will conclude with a closing celebration on Thanksgiving weekend.

**Website:** <http://pittsfield250.com>

**Name of Experience/Event:** Cape Cod National Seashore 50<sup>th</sup> Anniversary

**Location:** Cape Cod National Seashore, Salt Pond Visitor Center, Eastham

**Dates:** Year-round

**Description:** The great Outer Beach described by Thoreau in the 1800's has been protected since 1961, when President Kennedy signed legislation establishing Cape Cod National Seashore. Forty miles of pristine sandy beach, marshes, ponds, and upland forests support diverse species of plants and animals. Lighthouses, cultural landscapes, and wild cranberry bogs offer a glimpse of Cape Cod's past and continuing ways of life. Swimming beaches, waterways, and walking and biking trails provide recreational opportunities for today's visitors. The National Park Service, its partners, and local communities will host events all of 2011 that commemorate the establishment of this remarkable park.

**Website:** [www.nps.gov/cape-cod-national-seashore-50th-anniversary.htm](http://www.nps.gov/cape-cod-national-seashore-50th-anniversary.htm)

**Name of Experience/Event:** New Art of the Americas Wing, Museum of Fine Arts

**Location (City):** Boston, MA

**Dates:** Year-round

**Description:** Featuring art from North, South, and Central America, the brand new wing at the Boston Museum of Fine Arts- the Art of the Americas Wing, opened on November 20, 2010. Designed in a contemporary style by a London architectural firm, many of the wing's 53 galleries are dedicated to individual artists and artistic movements. Galleries include pre-Colombian arts, Maya ceramics, Native North American art, African-American artists, and artifacts from the Colonial Period including the silverware of Paul Revere and works by John Singer Sargent.

**Website:** [www.mfa.org/exhibitions/art-americas-wing-opens-november-14-members](http://www.mfa.org/exhibitions/art-americas-wing-opens-november-14-members)

## NEW MEXICO

**Name of Experience/Event:** Centennial of New Mexico Starting in 2012

**Location (City):** New Mexico

**Description:** New Mexico Governor announced ongoing plans for a 16-month commemoration to honor next year's Statehood Centennial. In November of 2011 Union Pacific Railroad will sponsor a series of events with its historical locomotives and an official hot air balloon will take part in select activities statewide. Join New Mexico in celebrating its journey from the first frontier of the West to becoming the final frontier with the first commercial launch pad into space!

**Website:** [www.nmcentennial.org](http://www.nmcentennial.org)

**Name of Experience/Event:** New Mexico Tourism Department Launches On-Line Culinary Treasures Trail

**Location (City):** New Mexico

**Dates:** November, 2010 - present

**Description:** The New Mexico Tourism Department launched its online Culinary Treasures Trail to promote independent and beloved restaurants that have stood the test of time. This online feature allows the public the inside information on New Mexico's hidden culinary treasures. A digital map makes it easy to check out what's along visitors' route, try a tasty detour, or grab some friends and plan a whole itinerary around these personality-filled spots. The Trail also provides a snapshot of each restaurant's history, style and food.

**Website:** [www.newmexico.org/culinarytreasures/](http://www.newmexico.org/culinarytreasures/)

**Name of Experience/Event:** Spaceport America

**Location (City):** Las Cruces

**Price:** TBD

**Description:** As the world's first purpose-built commercial spaceport, Spaceport America is designed with the needs of the commercial space business in mind. Unique geographic benefits, striking iconic design, and the tradition of New Mexico space leadership are coming together to create a new way to travel into space. While currently under construction, Spaceport America will be offering sightseeing tours by summer 2011.

**Website:** [www.spaceportamerica.com](http://www.spaceportamerica.com)

## PARK CITY, UTAH

**Name of Experience/Event:** Deer Valley Resort 30<sup>th</sup> Anniversary

**Location (City):** Park City (Deer Valley)

**Dates:** 2010/11 Ski Season

**Description:** The number one ranked ski resort in North America, Deer Valley Resort, marks its 30<sup>th</sup> Anniversary winter season in 2011 with many exciting developments and events. The world's most prestigious athletic competition outside of the Olympics will be held at Deer Valley Resort from February 2-5, when the FIS Freestyle World Ski Championships comes to town. Deer Valley is the only resort in North America to be awarded the World Ski Championships twice!

**Website:** [www.deervalley.com](http://www.deervalley.com)

**Name of Experience/Event:** New Accommodation a part of Park City Luxury Hotel Collection: Montage Deer Valley

**Location (City):** Park City (Deer Valley)

**Dates:** Opened early December, 2010

**Description:** The Montage Deer Valley, announced its' grand opening in early December 2010 adding to the destination's luxury accommodation options. Reminiscent of the great mountain lodges of the West, this refined Mountain Craftsman resort is less than five minutes from downtown Park City. Montage Deer Valley promises a classic on-mountain getaway for all seasons, including true ski-in/ski-out access to North America's No. 1 ski resort and year-round activities.

**Website:** [www.montagedeervalley.com](http://www.montagedeervalley.com)

**Name of Experience/Event:** The Canyons Resort Developments

**Location (City):** Park City

**Dates:** 2010/11 Ski Season

**Description:** The Canyons Resort now offers North America's only bubble-enclosed high-speed chairlift with heated seats opens this season offering unmatched visibility, safety, design and sophistication. The New Iron Mountain detachable quad lift has opened up 300 acres of uncharted, northwestern facing terrain and there is now a new Gondola Portal that takes visitors straight to ski village. Canyons is also dramatically improving its' snowmaking abilities with the construction of a 20 million gallon reservoir to ensure a consistent skiing and riding surface. This is the very first phase of the re-creation of Canyons, with many more exciting announcements to come!

**Website:** [www.thecanyons.com](http://www.thecanyons.com)

## GREATER PORTLAND, OREGON

**Name of Experience/Event:** 25<sup>th</sup> Anniversary of the Columbia River Gorge National Scenic Area

**Location:** Greater Portland, Oregon

**Dates:** 2011

**Price:** Free

**Description:** This year the Columbia River Gorge National Scenic Area celebrates its 25<sup>th</sup> anniversary. This region of spectacular natural beauty stretches 85 miles east



from Greater Portland, and includes the Historic Columbia River Highway. Along with the renowned outdoor recreation in the area (windsurfing, kiteboarding, waterfall hikes, kayaking, mountain biking...), the vibrant communities and heritage of the Gorge offer countless reasons to explore during this anniversary year. In the month of May, when the wildflowers bloom, the Gorge will abound with visual art during the Columbia Gorge Arts & Culture Discovery Month.  
**Website:** [www.gorge25.com](http://www.gorge25.com)

**Name of Experience/Event:** Fresh Hop Tastivals

**Location (City):** Portland; Hood River

**Dates:** October, 2011

**Price:** Admission is free; tasting fees

**Description:** As the epicenter of 'fresh hop' beer production, Oregon is leading the nation with earthy beers filled with intense herbal, floral and citric aromas. To celebrate these amazing brews, Oregon Bounty and the Oregon Brewers Guild have collaborated to host a statewide series of three Fresh Hop Beer "Tastivals," each featuring a selection of fresh hop beers from many of Oregon's top craft breweries. Sample 25+ of the more than 50 fresh hop beers produced by Oregon's top craft brewers, large and small. This is a once-a-year chance to taste what Oregon finest brewmasters can do with just-picked hops.

**Website:** [www.oregonbeer.org](http://www.oregonbeer.org)

**Name of Experience/Event:** New Crystal Hotel in Downtown Portland

**Location (City):** Portland, Oregon

**Dates:** Opening May 3, 2011

**Price:** Room rates range from \$85-\$165 per night

**Description:** McMenamins Hotels, Pubs & Breweries — a Portland-based company with a penchant for rescuing, renovating and repurposing historic buildings — is working to transform a 1911 structure in downtown Portland into a full-service hotel. The Crystal Hotel will encompass 50 guest rooms, a restaurant offering breakfast, lunch, dinner and outdoor seating; a heated saltwater soaking pool; spa-like massage rooms; and the subterranean Cellar Bar, which will connect to McMenamins' existing Ringlers Annex Pub next door. Just one block from McMenamins Crystal Ballroom, a historic venue that has presented live national music/dance acts since the 1920s, the hotel will feature artwork that reflects the musical legacy of the Crystal Ballroom. With its location in Portland's Burnside Triangle/West End district, the whimsically designed hotel will be adjacent to the Pearl District and a five-minute walk from Portland's downtown city center.

**URL:** [www.mcmenamins.com/321-crystal-hotel-home](http://www.mcmenamins.com/321-crystal-hotel-home)

## TASMANIA

**Name of Experience/Event:** Cradle Mountain Canyoning

**Location (City):** Cradle Mountain Lake St Clair National Park

**Dates:** December 2010-April 2011

**Price:** US\$75-\$170

**Description:** Cradle Mountain Canyons, Tasmania's first canyoning company, began operations in December and offers canyoning tours of the most spectacular and awe



Inspiring canyons in the world. The canyoning takes place within the Cradle Mountain Lake St Clair National Park and the company offers two exciting expeditions. The Dove Canyon expedition tackles jumps and slides and is recommended for those seeking an adrenaline rush with a feeling of exploration. Lost World Canyon offers families the opportunity to get off-track and explore the hidden scenery of the state park.

**Website:** [www.cradlemountaincanyons.com.au](http://www.cradlemountaincanyons.com.au)

**Name of Experience/Event:** Museum of Old and New Art

**Location (City):** Hobart

**Dates:** Opening weekend begins Friday, January 21 through Sunday, January 23, 2011

**Description:** The Museum of Old and New Art (MONA), Australia's largest private museum open to the public, will be featuring live music over the three day opening celebration. The gallery opens to the public on Saturday, January 22. Considered the country's first subversive adult 'Disneyland', this multi-million dollar, three-level building was designed by Nonda Katsalidis of Fender Katsalidis to showcase David Walsh's private collection, valued at an estimated \$100 million. The gallery hopes to provoke, challenge and inspire passionate debate – and some controversy. The museum is free to the public.

**Website:** [www.mona.net.au](http://www.mona.net.au)

**Name of Experience/Event:** New Parks & Wildlife Services Apps and Podcasts

**Location (City):** Tasmania

**Description:** To enhance Tasmania's already outstanding national parks and wilderness sites, Tasmania's Parks & Wildlife Services has now developed one of the first web apps of its kind, downloadable on iTunes and podcasts available on their website. The podcasts feature everything from Tasmanian Wilderness World Heritage Area, life underwater, the wombat and Tasmania bushwalking. Trekkers can easily have "a bird in the hand", or 23, the next time they go bushwalking with the A Bird in the Hand Web app. This application assists visitors in deciphering 23 species of Tasmania's common and endemic birds.

**Website:** [www.parks.tas.gov.au](http://www.parks.tas.gov.au).

## **TORONTO, CANADA**

**Name of Experience/Event:** 5th Annual Luminato Toronto Festival of Arts and Creativity

**Location (City):** Toronto, ON

**Dates:** June 10-19, 2011

**Price:** \$49 and up per person

**Description:** For 10 extraordinary days in June, Toronto's stages, streets, and public spaces are illuminated with arts and creativity. Now in its fifth year, Luminato is an annual multi-disciplinary celebration of theatre, dance, music, literature, food, visual arts, fashion, film, and more. This year Luminato presents the world premiere of Dash Arts' production of "One Thousand and One Nights," dramatized and directed by Tim Supple, with stories adapted by celebrated Lebanese novelist Hanan al-Shaykh. Luminato prides itself on bringing Toronto's light to the world, and the

world's light to Toronto.

**Website:** [www.luminato.com](http://www.luminato.com)

**Name of Experience/Event:** 35th Anniversary of Toronto's CN Tower

**Location (City):** Toronto, ON

**Dates:** 2011

**Price:** Starting at \$21.49 per person

**Description:** Since its opening in 1976, this national communication and observation tower in Toronto standing at 1,815 feet has become one of the city's major tourism draw, last year attracting more than 1.5 million visitors to its vertical experience. During peak summer months, the Tower has a staff of about 450 and can host more than 10,000 visitors in a single day. The CN Tower hosts the "World's Highest Wine Cellar" and is home to 360 Restaurant in the main pod of the tower overlooking the city's skyline and Lake Ontario.

**Website:** [www.cntower.ca](http://www.cntower.ca)

**Name of Experience/Event:** Luxury Boom: Hotel Openings

**Location (City):** Toronto, ON

**Dates:** Winter/Spring 2011

**Price:** Varies

**Description:** Two new luxury properties are gracing the Toronto hotel scene: the Ritz-Carlton, Toronto and Trump International Tower & Hotel. As Ritz-Carlton's only Canadian property, The Ritz-Carlton, Toronto is in the heart of Toronto's bustling financial and performing arts districts. Only steps from the city's most cherished landmarks, it is a striking 53-story architectural icon that features 267 rooms and 159 condominium residences. With its signature restaurant, TOCA by Tom Brodi featuring a cheese cave, walk-in wine cellar, open pastry kitchen and Chef's table, it's certainly not to be missed. Opening in late spring 2011, Trump International Hotel & Tower Toronto will mark the first foray into Canada for Trump Hotel Collection, occupying the enviable corner of Bay and Adelaide Streets to become the country's tallest residential building – second tallest overall – with 65 stories offering views of Lake Ontario and the financial district.

**Website:** [www.seetorontonow.com](http://www.seetorontonow.com)

## GREATER WILLIAMSBURG, VIRGINIA

**Name of Experience/Event:** Busch Gardens: Mäch Tower

**Location (City):** Greater Williamsburg, VA

**Dates:** Select days beginning Saturday, March 26, 2011

**Prices:** For ticket options visit [www.buschgardens.com/va](http://www.buschgardens.com/va)

**Description:** Busch Gardens opens for the 2011 season on Saturday, March 26 with the introduction of a new psychological thrill ride, "Mäch Tower." The park is also featuring the rejuvenation of an iconic village and the return of exciting events, entertaining a year of thrills at the Williamsburg theme park. "Mäch Tower," opening late spring, will lift riders nearly 240 feet above Oktoberfest and drop them at breathtaking speeds.

**Website:** [www.buschgardens.com/va](http://www.buschgardens.com/va)

**Name of Experience/Event:** Military Through The Ages: Celebrating the 150th Anniversary of the Civil War Commencement

**Location:** Greater Williamsburg, VA

**Date:** March 19-20, 2011

**Tickets:** \$15.50 for adults, \$7.25 children ages 6-12, free for children under six years

**Description:** Hundreds of re-enactors join with the Virginia Army National Guard to present centuries of military history in one weekend. Among more than thirty groups participating in 2011, the beginning of the Civil War's 150th anniversary are four Union and Confederate units representing infantry soldiers, naval officers, and volunteer militia. Re-enactors will demonstrate a variety of weaponry and military tactics, field communication, and medical treatment. Visitors are encouraged to interact to learn how soldiers from the varying time periods dressed and armed themselves, as well as were fed and sheltered during war-stricken times. Children's parade and military pass-in-review will accompany the weekend events.

**Website:** [www.visitwilliamsburg.com](http://www.visitwilliamsburg.com)

**Name of Experience/Event:** Yorktown Victory Celebration at Yorktown National Battlefield

**Location:** Greater Williamsburg, VA

**Date:** October 15-16, 2011

**Tickets:** Varies, under \$10.00 per person

**Description:** Marking the 230th anniversary of America's momentous Revolutionary War victory at Yorktown on October 19, 1781, Greater Williamsburg is hosting military demonstrations and hands-on interpretive programs this fall. At Yorktown National Battlefield, the scene of the surrender highlights the climactic battle of the American Revolution with Park Rangers touring and demonstrating on the battlefield. At the Yorktown Victory Center, visitors can witness weapon-firing exhibits and Continental Army Life first-hand by enrolling in "A School for the Soldier." Special programs also will be taking place onboard Jamestown Settlement's *Godspeed* at Riverwalk Landing in Yorktown. The following week is Yorktown Day, celebrated on October 19, featuring patriotic exercises and a mid-morning parade on historic Yorktown's main street.

**Website:** [www.visitwilliamsburg.com](http://www.visitwilliamsburg.com)

# # #

**Subject:**

**DCI FREE Media Webinar: 2011 Anniversaries & Events – February 16**

Join us for this 30-minute FREE webinar highlighting 2011 story ideas from DCI's client destinations as they prepare to celebrate important anniversaries and inaugurate new events.

Destinations to be profiled include:

**International:**

- Colombia
- Dubai
- Namibia
- Tasmania
- Toronto, Ontario

**Domestic:**

- California
- CityPASS
- Corpus Christi, TX
- Finger Lakes Wine Country, NY
- Louisville, KY
- Massachusetts
- New Mexico
- Park City, UT
- Portland, OR
- Williamsburg, VA

**Register today at: <https://www1.gotomeeting.com/register/516895424>** and don't miss out.

**DATE/TIME: Wednesday, February 16, 2011** at 12pm Pacific, 1pm Mountain, 2pm Central, 3pm Eastern, 4pm Atlantic (Maritime Canada)

**COST:** There is no charge for this webinar

**Subject:****DCI FREE Media Webinar: Holiday & Winter Travel Ideas – Nov 17, 2010**

With the holiday and winter season around the corner, DCI's client destinations offer a multitude of holiday and winter experiences for all travelers to take advantage of and enjoy.

Over this 40-minute FREE webinar, learn about the Christmas Lights of Medellin, Colombia or Christmas on the Pecos in Carlsbad, New Mexico. Look out for Santa Clause on the slopes in Park City, UT or ski indoors at the surreal Ski Dubai and in late December, Tasmania, Australia hosts the finishing line to one of the world's most grueling yacht races – The Sydney To Hobart and

Destinations to be profiled include:

**International:**

- Colombia
- Dubai
- Peru
- Tasmania
- Toronto, Ontario

**Domestic:**

- California
- Corpus Christi, TX
- Massachusetts
- Miami, FL
- New Mexico
- Park City, UT
- Portland, OR
- Williamsburg, VA

**Register today at:** <https://www1.gotomeeting.com/register/990505073> and don't miss out.

**DATE/TIME: Wednesday, November 17, 2010** at 12pm Pacific, 1pm Mountain, 2pm Central, 3pm Eastern, 4pm Atlantic (Maritime Canada)

**COST:** There is no charge for this webinar



Dear <Insert Journalist Name>

Colombia is quickly becoming one of the world's most popular cruise destinations! As more and more cruise ships are anchoring in Colombia's port cities of Santa Marta and Cartagena, these Caribbean hot spots are good entry-points for travelers who want to visit the country. As a sign of confidence in the cruise industry, Colombia will be showing evidence of success at this year's annual SeaTrade Cruise Shipping Convention.

**Maria Claudia Lacouture, President of Proexport Colombia, is available for interviews during the Sea Trade Conference next week, March 14- 17.**

Do you have time to meet her? I'll follow up with you later this week to set a time to meet. In the meantime, here are a few quick updates and story ideas, and Maria can give you all the details and more during the meeting.

Look forward to speaking to you.

Regards,  
Ashley

#### **Cruise Update:**

Cruise passenger arrivals to Colombia have soared in the past five years. According to the Ministry of Industry, Trade, and Tourism of the Republic of Colombia, **a record breaking 401,008 cruise passengers are estimated to travel to Colombia for the 2010-2011 season, up a whopping 225 percent from 2005**, in which 48,215 cruise passengers visited. Along with passengers, cruise ship arrivals have strongly increased. In 2005, the reported cruise ship arrival for the season was 45 ships; **the 2010-2011 season has an estimated 267 arrivals, up 83 percent.**

#### **Maria Claudia Lacouture Biography:**

Lacouture earned her Bachelor's Degree in Finances, Government, and International Relations from the *Universidad Externado de Colombia*, and then went on to acquire a Masters Degree in Economics and Marketing from Cornell University.

Her career has long been linked to Proexport, where she began to work in 1996 as a market research advisor. She continued in the commercial office of the United States as Director of Tourism, and then turned her talents to the newly evolving field of nation branding as the Vice-President of *Imagen País*.

For her work in the field of nation branding and specifically for "Colombia is Passion", she has achieved important international recognition. She has worked tirelessly with the Colombian business sector to create and articulate an accurate image of Colombia to project to the world. Lacouture also lead the campaign "Discover Colombia through its heart" in order to showcase Colombia's greatest assets through seven giant interactive hearts and forty smaller replicas displayed throughout several cities in America.

As Director of Tourism for Proexport in the United States, she has successfully worked to reintroduce Colombia as a major cruise ship destination, and organized and hosted the annual meeting of the "Florida Cruises Association" in Cartagena.

Colombia,  
the only risk  
is wanting  
to stay.

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Naureen M. Kazi, ProExport Colombia, USA  
212-444-7162; [naureen.kazi@aboutdci.com](mailto:naureen.kazi@aboutdci.com)

**New Exotic Bird Species Found in Colombia: Colombia Is Natural  
Haven For Nature Travelers.**

**Bogota, Colombia (November, 2010)** - Nature enthusiasts will be amazed by the protected ecosystems awaiting discovery in Colombia. Jungles, once home to government dissidents, are now a refuge for rare birdlife. With the discovery of new species, Colombia is reinforcing its claim as the home of South America's most diverse bird species.

In September, the American Bird Conservancy (ABC) announced the findings of two new colonies of *Buado Oropendula* in the country's Western Cordillera. Each colony, consisting of 80 individuals, amazed the Fundacion Proaves scientists, as fewer than a dozen birds were thought to inhabit a different area 75 miles away. *Baudo Oropendula* is listed as endangered under the World Conversation Union criteria.

Displaying a black plumage, pointed gray and orange bill, a long yellow tail, and a distinguished pink cheek patch, the large bird feeds on insects and fruit. It's broad range of songs is impressive.

Occupying a mere 0.1 percent of the world's land area, Colombia currently contains 20 percent of the planet's bird species, housing a total of 1,867 species. Six new bird species have been discovered in the last decade in Colombia, revealing the enormous potential behind a wonderful biodiversity world that is yet to be rediscovered.

Foggy forests, Los Andes moor, Amazonas and Choco Jungles, eastern flatlands and valleys between mountain chains are considered the prime places for sighting. Visitors can experience Colombia's amazing birding on organized tours.

- **Eco Turs** offers outstanding scheduled and private tours to visit Colombia's top bird watching destinations. Their famous Endemics Bonanza, priced at \$4,400 for 20 days, guarantees a sighting of 50 endemic birds and up to 650 species.  
[www.ecoturs.org](http://www.ecoturs.org)
- **Colombia Birding** offers excellent bird watching tours all over the country. They have a fully customizable system to fine-tune your ideal trip; you can opt for the regions and/or species that you would like to see. Tours include a professional guide, transport, snacks and from a full day part of feeding and depending the tour, lodging. [www.colombiabirding.com](http://www.colombiabirding.com)

###

For more information on birding in Colombia's Amazon Jungle, visit:  
[www.colombia.travel/en/international-tourist/sightseeing-what-to-do/nature/birdwatching/birdwatching-in-the-amazon-region](http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/nature/birdwatching/birdwatching-in-the-amazon-region)

For more information on birding in Colombia, visit:  
[www.colombia.travel/en/international-tourist/sightseeing-what-to-do/nature/birdwatching](http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/nature/birdwatching)



**Press Trip Invitation: Nationwide Tournament  
February 28 – March 6, 2011**

Dear <Insert Journalist Name>,

Come discover Colombia's fairways! Ranked third in South America behind Argentina and Brazil, Colombia boasts over 50 golf courses, with 26 Colombian Golf Federation certified courses in Bogota alone. We invite you to test the greens from **Monday, February 28 to Sunday, March 6, 2011!**

The second year as an official stop on the PGA's Nationwide Tour, Colombia is the first county to hold the event in South America!

**During your visit you will:**

- **Golf three of Bogota's top courses:** Bogota County Club Golf Course, San Andres Golf Course and Rincon Golf Course.
- Be granted **VIP access to the Nationwide Tour** at the Country Club of Bogota.
- **Meeting William Portilla**, Director of the SaludCoop Institute of Golf General Sports Academy.

**Bogota** is a culturally rich capital city with highlights you shouldn't miss while visiting:

- Learn about the "Legend of El Dorado" at the **Gold Museum**, which has the world's largest collection of pre-Hispanic gold work.
- Admire the beautiful architecture while on a guided tour of the historic center of **Bogota**, one of the best neighborhoods in Latin America.
- Explore the history city of **Zipaquirá** and the first wonder of Colombia: the **Salt Cathedral**.
- Visit and enjoy dinner at **Monserate Peak**, the large hill that guards Bogota from its 10,341 feet above sea level and serves as Bogota's international symbol.

With over **29 non-stop direct flights from the US** on all major US airways, as well as two low-cost carriers (JetBlue and Spirit), Colombia is accessible and affordable to visit.

**Economy class airfare (5.5 hours from NY/2.5 hours from Miami)  
Hotel accommodations, transportation and meals will all be provided by ProExport Colombia for media who can accept sponsored travel.**

**Please note there is limited space available for this trip.** To be considered, please e-mail me at: [ashley.fenton@aboutdci.com](mailto:ashley.fenton@aboutdci.com).

We look forward to hosting you!





## **Colombia Travel Mart 2011 Invitation February 23 - 26, 2011**

Dear XXX,

Colombia is a meeting planners dream: It's close, affordable, exotic and equipped. With a range of high-quality conventions centers and notable hotel chains in five very distinct cities, Colombia caters to all types of meetings and conventions. But we won't just tell you that, **we invite you to participate in Colombia Travel Mart 2011 and learn about the continued MICE market grown in Colombia.**

**Colombia Travel Mart is the strategic place to meet qualified representatives who specialize in MICE planning.** During the summit, you will have the opportunity to:

- Schedule one-on-one meetings with **up to 30 Colombian suppliers**
- Meet more than **190 tour operators**
- Experience the **culture and infrastructure** of Bogota

Colombia has seen a **continual rise in security, direct investment and tourism:**

- In 2009, Colombia was awarded the **#1 Reformer in Latin America** and one of the Top 10 World Reformers by The World Bank.
- Prestigious hotel chains are operating and constructing in Colombia including: Intercontinental, Sofitel, Sonesta Collection, JW Marriott, Sheraton, Hilton and Mercure. In the next two years **7,042 hotel rooms will be added** to its inventory.
- With over **29 non-stop direct flights from the US** on all major US airways, as well as two low-cost carriers (JetBlue and Spirit), Colombia is accessible and affordable to visit.

**Economy class airfare (5.5 hours from NY/2.5 hours from Miami)  
Hotel accommodations, transportation and meals will all be provided by  
Proexport Colombia for media who can accept sponsored travel.**

**Please note there is limited space available for this trip.** To be considered, please e-mail me at: [naureen.kazi@aboutdci.com](mailto:naureen.kazi@aboutdci.com).

We look forward to hosting you!

Best regards,  
Naureen

For more information on **Colombia Travel Mart 2011**, please visit:  
**<http://www.colombiatravelmart.com>**

For more information on the **MICE market offering in Colombia**, please visit:  
**<http://www.colombia.travel/en/mice/why-colombia>**

Colombia,  
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to stay.

**Cartagena Music Festival  
Colombia Press Trip Invitation  
January 6-15, 2011**

Dear XXX,

**From January 6-15, 2011, the historic city of Cartagena, Colombia will be filled with music during the first Cartagena Music Festival.** Organized by the Victor Salvi Foundation, the festival will be under the artistic direction of renowned musician Charles Wadsworth, and we would like you to attend!

- Festival concerts will take place in historic venues throughout the walled city, including the **Teatro Heredia**, and the beautiful chapels of the **Hotels Santa Clara, Santa Teresa, Iglesia Santo Toribio** and the **Plaza San Pedro Claver**.
- Guests will have the opportunity to **attend informal lectures** on the evening's featured musical programs. Lectures will be **led by Susan Wadsworth**, executive director of Young Concert Artists in New York City; **Geoffrey Norris**, music critic of The Daily Telegraph (London); **Jose Felix Patino**, opera expert; and **Alejandro Mantilla**, director of the Music Department of the Ministry of College.
- **Renowned classical musicians from all over the world will perform under the direction of Charles Wadsworth**, a distinguished pianist and creator of chamber music events worldwide. Other musicians include **Cyro Baptista** (percussion), **Wendy Chen** (piano), **Andres Diaz** (cello), **Chee-Yun** (violin), **Romero Lubambo** (guitar), **St. Lawrence String Quartet**, and **Jose Franch-Ballester** (clarinet).

**Economy class airfare** (less than a 5 hour flight from all US gateways!) **and hotel accommodations will be provided** by ProExport Colombia. For more information on Colombia please visit: <http://www.colombia.travel>

**Please note there is limited space available.** To be considered, please e-mail me at [naureen.kazi@aboutdci.com](mailto:naureen.kazi@aboutdci.com).

We look forward to hosting you.

Best regards,

Naureen

# Colombia, the only risk is wanting to stay.

## **Colombia Press Trip Invitation: October 19-23, 2010** **CALI: City of Beauty, Fashion and Salsa**

Dear <Name>,

It's true! Colombia is a destination transformed, and we'd like to invite you come experience this undiscovered gem for yourself!

### **Highlights of this trip include:**

- A visit to the 10<sup>th</sup> Annual CALI EXPOSHOW - the most important beauty, health and fashion fair in Colombia! This year's expo celebrates Italian designer, **Roberto Cavalli**. The world fashion icon will be visiting Latin America for the first time!
  - Witness **runway shows** featuring renowned national and international designers and their **Spring/Summer 2011** collections.
  - Check-out more than 650 companies showcasing their **beauty, health, lifestyle** and **fashion products**.
- Savor the city as the locals do and dance in **Cali's Salsa Clubs** which are among the most famous in the entire continent. From the 'old-theques or viejotecas to the modern salsa dancehalls, the city is always alive to the sound of music.
- Explore San Antonio, Cali's bohemian neighborhood, and experience the city's cultural side.
- Head to Colombia's protected Farallones de Calle National Park, and hike through some of the 400,000 acres of varying ecosystems that are home to more than 700 birds species and 200 species of mammals and reptile species.

**Economy class airfare (5.5 hours from NY/2.5 hours from Miami), first-class hotel accommodations, local transportation and meals will all be provided by Proexport Colombia.**

For more information on Colombia please visit <http://www.colombia.travel>

To reserve seats, please contact [naureen.kazi@aboutdci.com](mailto:naureen.kazi@aboutdci.com). Please note there is limited space available. To be considered please RSVP as soon as possible.

*ProExport reserves the right to review the credentials of each journalist with interest in participating on this press trip before making a final decision. Freelancers expressing interest without an assignment may be asked to provide copies of recent media placements.*



## FOR IMMEDIATE RELEASE

### Media Contact:

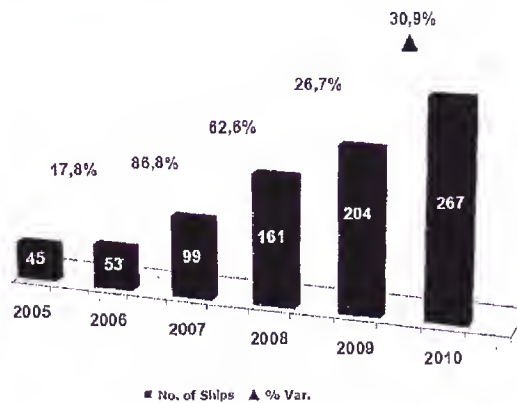
Naureen M. Kazi, ProExport Colombia, USA  
212-444-7162; [naureen.kazi@aboutdcl.com](mailto:naureen.kazi@aboutdcl.com)

## COLOMBIA TO MAKE NOISE AT 2011 SEATRADE CRUISE SHIPPING CONVENTION

**March 9, 2011 (Miami)** - Colombia is quickly becoming one of the world's most popular cruise destinations! As more and more cruise ships are anchoring in Colombia's port cities of San Andres, Santa Marta and Cartagena, these Caribbean hot spots are good entry-points for travelers who want to visit the country. As a sign of confidence in the cruise industry, Colombia will be showing evidence of success at this year's annual SeaTrade Cruise Shipping Convention in Miami, March 14-17, 2011 at booth # 1235.

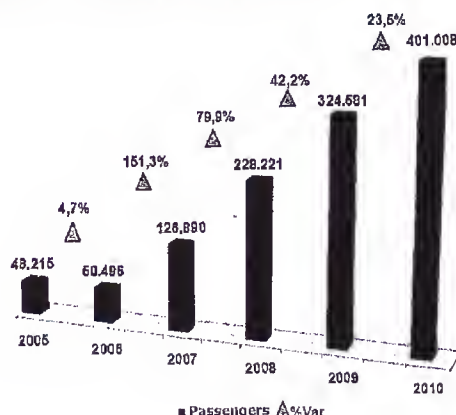
Cruise passenger arrivals to Colombia have soared in the past five years. According to the Ministry of Industry, Trade, and Tourism of the Republic of Colombia, a record breaking 401,008 cruise passengers are estimated to travel to Colombia for the 2010-2011 season, up a whopping 225 percent from 2005. Along with passengers, cruise ship arrivals have strongly increased. In 2005, the reported cruise ship arrival for the season was 45 ships; the 2010-2011 season has an estimated 267 arrivals, up 83 percent.

### Increase in Cruise Ships (2005 – 2010)



"Colombia has emerged as a unique destination in the Caribbean, featuring colonial cities, nature, sun and beaches, emerald and textile purchase, as well as excellent gastronomy," said ProExport President Maria Claudia. "This growth strengthens the country as an essential destination in the itineraries of the southern Caribbean."

#### Increase in Cruise Passengers (2005 – 2010)



In 2007, 99 ships arrived to Colombian ports carrying a total of 126,890 cruise passengers; in 2008, 161 ships arrived with 228,221 passengers on board. By the end of 2009, 204 cruise ships arrived in Colombia, carrying with them a total of 324,581 passengers. It is estimated that each visitor, who descends from a cruise ship into the cities, spends on average 120 US dollars for taxis, restaurants, services and souvenirs – a total that results in a major boost to the local economy. As evidence, the cruise industry is a valuable contributor to Colombia's burgeoning tourism sector. The industry's top cruise lines such as Royal Caribbean, Princess Cruises, Celebrity Cruises, Norwegian Cruise Line, Holland America Line, Pullmantur, and Disney Cruises all include Colombian ports of call on their itineraries.

Colombia's cruise destinations provide a variety of experiences for cruise passengers, from the vibrant contemporary city of Cartagena de Indias with an intriguing history, to Santa Marta, the magical and oldest city on continental America where Indian culture heritage and diversity of landscapes and beaches are mixed together.

The arrival of international passengers aboard cruise ships in the Caribbean has been a major achievement of ProExport. The organization's hard work has allowed the arrival of the ships, and has increased the travelers' visits to the Colombian ports. With hopes to establish itself as a home port for Venezuelans, Peruvians and Argentineans, Colombia is quickly building its presence as a cruise destination within the Latin American market.

###

#### **Notes to the Editor:**

- Colombia will be exhibiting at **Cruise Shipping Miami** (booth 1235) this year as part of ProExport Colombia, the official tourism trade board of Colombia.
- The **President of ProExport**, Maria Claudia Lacouture will be available for a select number of interviews. To schedule an interview, please contact [alopez@proexport.com.co](mailto:alopez@proexport.com.co).



-- ProExport promotes three destinations in the Caribbean: Cartagena de Indias, Santa Marta and San Andres Island.

For more information about the 2011 SeaTrade Cruise Shipping Convention, please visit: [www.cruiseshippingmiami.com](http://www.cruiseshippingmiami.com).



## **FOR IMMEDIATE RELEASE**

### **Media Contact:**

Naureen M. Kazi, ProExport Colombia, USA  
212-444-7162; [naureen.kazi@aboutdci.com](mailto:naureen.kazi@aboutdci.com)

## **COLOMBIA'S CARNIVALS AND FESTIVALS TO RING IN THE END AND BEGINNING OF THE YEAR**

**December 22, 2010 (Miami)** - Touring Colombia according to its annual schedule of fairs and festivals is one of the best ways to experience the passion that Colombia embodies. Every month, there are reasons for celebrating and expressing Colombia's cultural heritage through a variety of triumphant events. Here are some of the premier Colombian festivals that start this month:

### **Christmas Lights, Medellín**

**Date: Every year for six weeks in December and January**

The Christmas Lights display has been a celebrated tradition in the city of Medellín for over 50 years. Every year, residents and tourists alike anxiously wait to see what EPM (Empresas Públicas de Medellín) has in store for the City of Eternal Spring. Designed by architects and technicians, the various lighting displays feature spiritual topics such as earth, water, life and the tradition of our ancestors. The different displays move, sing and put on a show every night for millions who stroll down La Playa Avenu, or drive up to the Cerro Nutibara. [www.medellin.travel/en/](http://www.medellin.travel/en/)

### **The Cali Fair, Cali**

**Date: December 25-30, every year.**

Every year, immediately after Christmas, the city of Cali fills up with tourists from all over who come to participate in this great fair, famous for its horse riding parades, bullfights, the best salsa orchestras, concerts, dances and delicious gastronomy. The fair starts out on the streets with a parade of best Paso Fino horses in Colombia, and then continues with popular festival sand parties in various sections of the city. Since 1957, millions flock to Cali as the entire city becomes one great party.

[www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/december/the-cali-fair](http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/december/the-cali-fair)

### **The Manizales Fair, Manizales**

**Date: January 4-11 every year**

Known as the "city of open doors," the Manizales Fair is recognized as a Cultural Heritage of the Nation. Among the hand-craft exhibits, street shows, parades, orchestras, and fireworks, the fair also brings together the best bullfighters in Colombia, South America, and the Iberian Peninsula. Perhaps the most symbolic event of the fair, the International Coffee Pageant, is attended by representatives of coffee-producing and coffee-consuming countries. The pageant features the world's most beautiful women from as many as thirty countries, and complies with the strictest rules on international beauty contests.

[www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/january/the-manizales-fair](http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/january/the-manizales-fair)

### **The Cartagena Music Festival, Cartagena**

**Date: January 6-15, 2011**

The historic city of Cartagena, Colombia will be filled with music during the Cartagena Music Festival. Organized by the Victor Salvi Foundation, the festival will present renowned classical musicians from all over the world who will perform under the direction of Charles Wadsworth, a distinguished pianist and creator of chamber music events worldwide. Festival concerts will take place in historic venues throughout the walled city, including the Teatro Heredia, and the beautiful chapels of the Hotels Santa Clara, Santa Teresa, Iglesia Santo Toribio and the Plaza San Pedro Claver.

[www.cartagenamusicfestival.com](http://www.cartagenamusicfestival.com) (Spanish)

To learn more about Cartagena, visit: <http://www.cartagenadeindias.travel/?la=en>

### **The Barranquilla Carnival, Barranquilla**

**Date: January, every year**

The Barranquilla Carnival is the most genuine expression of the Colombian people through its blend of colors, races, legends, gaiety, parties, and musical rhythms. Considered a World Masterpiece of the Oral and Intangible Heritage of Humanity, the carnival is the most anticipated festival of the year. Enjoy the four days of cultural and folkloric events characterized by ethnic diversity.

[www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/february/the-barranquilla-carnival](http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/february/the-barranquilla-carnival)

### **International Film Festival of Cartagena, Cartagena**

**Date: Every year in February or March for one week**

This annual film festival is the only festival in the region that specializes in Ibero-American movies. The festival has a top international jury and exhibits the best audio-visual work of Latin America. As a true audio-visual showcase of Colombia, the festival strengthens the presentation of cultural expressions of Latin American identity through films.

[www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/march/international-film-festival-of-cartagena](http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals/march/international-film-festival-of-cartagena)

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**For a full listing on Colombia's unique fairs and festivals, visit:**

<http://www.colombia.travel/en/international-tourist/sightseeing-what-to-do/history-and-tradition/fairs-and-festivals>

Colombia,  
the only risk  
is wanting  
to stay.

**FOR IMMEDIATE RELEASE**

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**Colombia's Port Cities Welcome Royal Caribbean's  
Grandeur of the Seas for the First Time**

**November 22, 2010 (Pxp)-Cartagena-** Nearly 2000 passengers arrived in Cartagena on board the *Grandeur of the Seas* – one of the largest ships in the Royal Caribbean fleet. Royal Caribbean International's new route includes Cartagena and Santa Marta for the vessel's 2010-2011 itinerary.

The *Grandeur of the Seas* is the 22<sup>nd</sup> cruise ship to arrive in Colombia, a blossoming cruise destination this season. The ongoing cruise season, which kicked off in October and ends in May 2011, is expected to bring a total of 208 ships to Colombia. According to ProExport, the cruise ships will bring an estimated 500,000 passengers with them, whose presence will contribute 40 million US dollars to the country's economy.

"Every year the Colombian Caribbean destination has established itself as inevitable in the international cruise world and we are constantly prepared to receive them. We are quickly becoming a must-go destination for international cruisers," said María Claudia Lacouture, president of ProExport Colombia.

In 2007, 99 ships arrived to Colombian ports carrying a total of 126,890 cruise passengers; in 2008, 161 ships arrived with 228,221 passengers on board. By the end of 2009, 218 cruise ships arrived in Colombia, carrying with them a total of 346,693 passengers. It is estimated that each visitor, who descends from a cruise ship into the cities, spends on average 120 US dollars for taxis, restaurants, services and souvenirs – a total that, when aggregated, results in a major boost to the local economy.

María Claudia Lacouture, president of ProExport, Captain Alfonso Sales, manager of the Port Society, Luis Ernesto Araujo, president of the Tourism Corporation of Cartagena de Indias, and other Royal Caribbean representatives were in attendance

at the formal ceremony marking the launch of the new *Grandeur of the Seas* season itinerary.

Passengers aboard the *Grandeur of the Seas* were received in Cartagena and Santa Marta by a colourful folkloric show, organized by ProExport, with support of the local authorities. A "Tourist Information Point" was also set up to guide the visitors to the main attractions of both cities.

The arrival of international passengers aboard cruise ships in the Caribbean has been a major achievement of ProExport. The organization's hard work has allowed the arrival of the ships, and has increased the travelers' visits to the Colombian ports. With hopes to establish itself as a home port for Venezuelans, Peruvians and Argentineans, Colombia is quickly building its presence as a cruise destination within the Latin American market.

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For information about Cartagena, please visit:

**<http://www.colombia.travel/en/international-tourist/vacations-holidays-where-to-go/cartagena-travel-guide>**

For information about Santa Marta, please visit:

**<http://www.colombia.travel/en/international-tourist/vacations-holidays-where-to-go/travel-guide-santa-marta>**